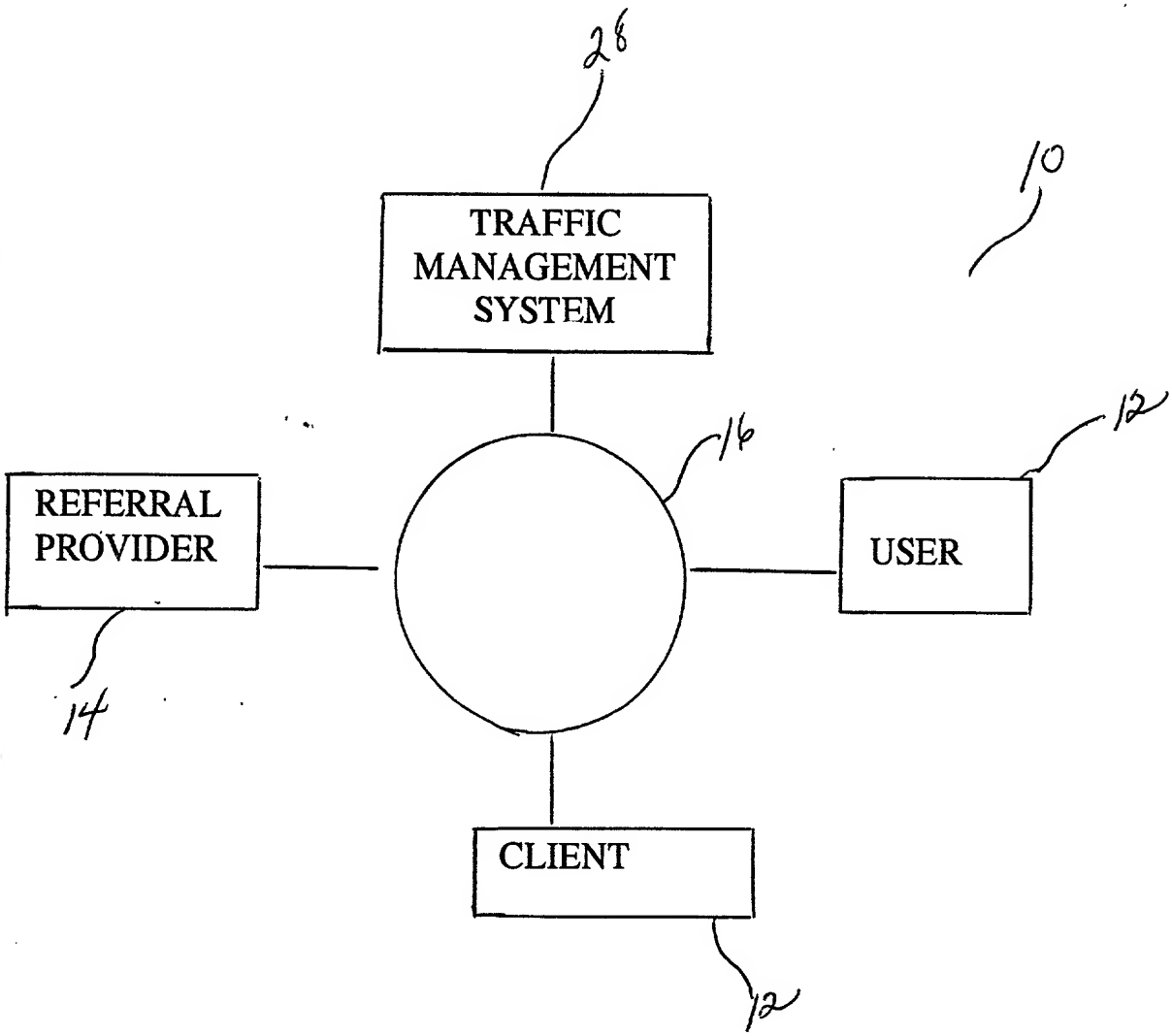
28
10
TRAFFIC MANAGEMENT SYSTEM
16
12
REFERRAL PROVIDER
USER
14
CLIENT
12

Figure 1

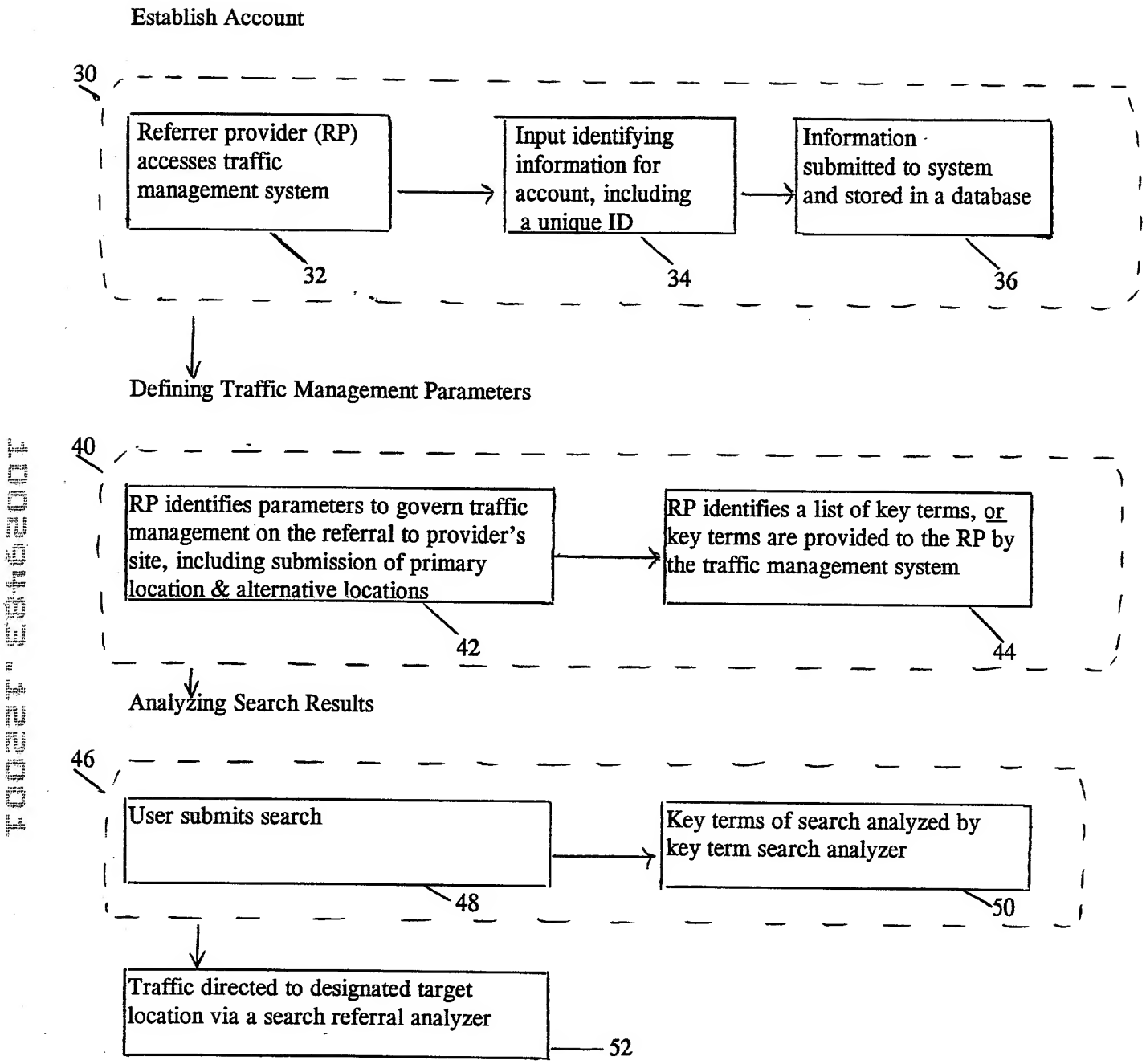
Establish Account
30
Referrer provider (RP) accesses traffic management system
Input identifying information for account, including a unique ID
Information submitted to system and stored in a database
32
34
36
Defining Traffic Management Parameters
40
RP identifies parameters to govern traffic management on the referral to provider's site, including submission of primary location & alternative locations
RP identifies a list of key terms, or key terms are provided to the RP by the traffic management system
42
44
Analyzing Search Results
46
User submits search
Key terms of search analyzed by key term search analyzer
48
50
Traffic directed to designated target location via a search referral analyzer
52

Figure 2